



website advertise bidding strategy pricing mode

[Advanced Scholar Search](#)  
[Scholar Preferences](#)**Scholar** All articles Recent articles

Results 1 - 10 of about 19,700. (0.16 sec)

[A model of individual keyword performance in paid search advertising-](#) ·yale.edu [PDF]

OJ Rutz, RE Bucklin - papers.ssrn.com

... we will use cost-per-reservation instead of **advertising-related cost** ... Alternatively, the company could also consider adjusting its **bidding** ... company's **website**). ...[Cited by 21](#) - Related articles - All 4 versions[Implementing sponsored search in web search engines: Computational evaluation of ...](#) - ·psu.edu [PDF]

J Feng, HK Bhargava, DM Pennock - INFORMS Journal on Computing, 2007 - papers.ssm.com

... maximize the **Web site**'s (search engine's) revenue under ... listing companies, interested in **advertising** for this term ... on the journal's **website** summarizes the ...[Cited by 75](#) - Related articles - BL Direct - All 12 versions[Internet advertising and the generalized second-price auction: Selling billions of dollars ...](#) - ·psu.edu [PDF]

B Edelman, M Ostrovsky, M Schwarz - American Economic Review, 2007 - atypon-link.com

... number of times an advertiser can change his **bid** in a ... Under this program, a **Web site** that sends customers to Amazon ... "Pay-per-impression" **advertising**, in the ...[Cited by 277](#) - Related articles - BL Direct - All 69 versions[\[PDF\] ·Game theory evolving](#)

H Gintis - 2000 - bbs.cenet.org.cn

... Coordination Failure I . . . . . 98 4.21 **Advertising** Game ... Invasion of thePure **Strategy** Mutants, II ... A First Price Sealed-Bid Auction ...[Cited by 625](#) - Related articles - View as HTML - All 2 versions[Comparing bidding and pricing between in-person and online auctions](#)

VJ Massad, JM Tucker - Journal of Product &amp; Brand Management, 2000 - emeraldinsight.com

... the same enthusiasm as they do **advertising**, sales promotion ... In my view **pricing strategy** should be a compulsory ... Secret reserve prices in a **bidding model** with a ...[Cited by 30](#) - Related articles - BL Direct - All 4 versions[\[PDF\] ·The transformation of pricing models on the web: examples from the airline industry](#)

S Klein, C Loebbecke - 13th International Bled Electronic Commerce ..., 2000 - www-wi.uni-muenster.de

... and customers who use Lufthansa's **Web site** regularly. ... Customers **advertise** specifications of their needs and ask ... for tender and selecting the best **bid** for the ...[Cited by 23](#) - Related articles - View as HTML - All 8 versions[\[PDF\] ·An economic framework for spectrum allocation and service pricing with competitive wireless ...](#)

S Sengupta, M Chatterjee, S Ganguly - IEEE DySPAN, 2007 - Citeseer

... provider dominant **strategy**: providers **advertise** the price they ... 2. Spectrum broker dominant **strategy**: spectrum broker ... service providers will **bid** for additional ...[Cited by 17](#) - Related articles - View as HTML - All 10 versions

## Testing and measurement in competition models

TF Bresnahan - Advances in Economics and Econometrics: Theory and ..., 1997 - books.google.com  
... are at the heart of the competitive **bidding model**. ... product introduction **strategy**,  
**advertising strategy**, and product positioning **strategy**, not **pricing**. ...

Cited by 19 - Related articles - BL Direct - All 2 versions

[PDF] •Contingent bids in auctions: Availability, commitment and **pricing** of computing as utility

HK Bhargava, S Sundaresan - 37th Annual Hawaii International Conference on ..., 2004 - Citeseer  
... promotions and Internet-based **advertising** blitzes, and ... commitment, and studies how  
**pricing** mechanisms ... instant **bidding strategy** under each mechanism are stated ...

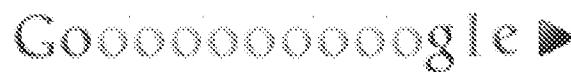
Cited by 11 - Related articles - View as HTML - All 6 versions

## Search engine advertising: Pricing ads to context- psu.edu [PDF]

A Goldfarb, C Tucker - papers.ssrn.com

... Pages or a banner ad on a **website**, they would pay the same price, given the  
**advertisement's** ... personal injury lawyer, after placing a **bid** online, would ...

Cited by 13 - Related articles - All 9 versions

  
Result Page:    [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)    [Next](#)

[Go to Google Home](#) - [About Google](#) - [About Google Scholar](#)

©2009 Google